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# SOUTHERN CALIFORNIA 2000

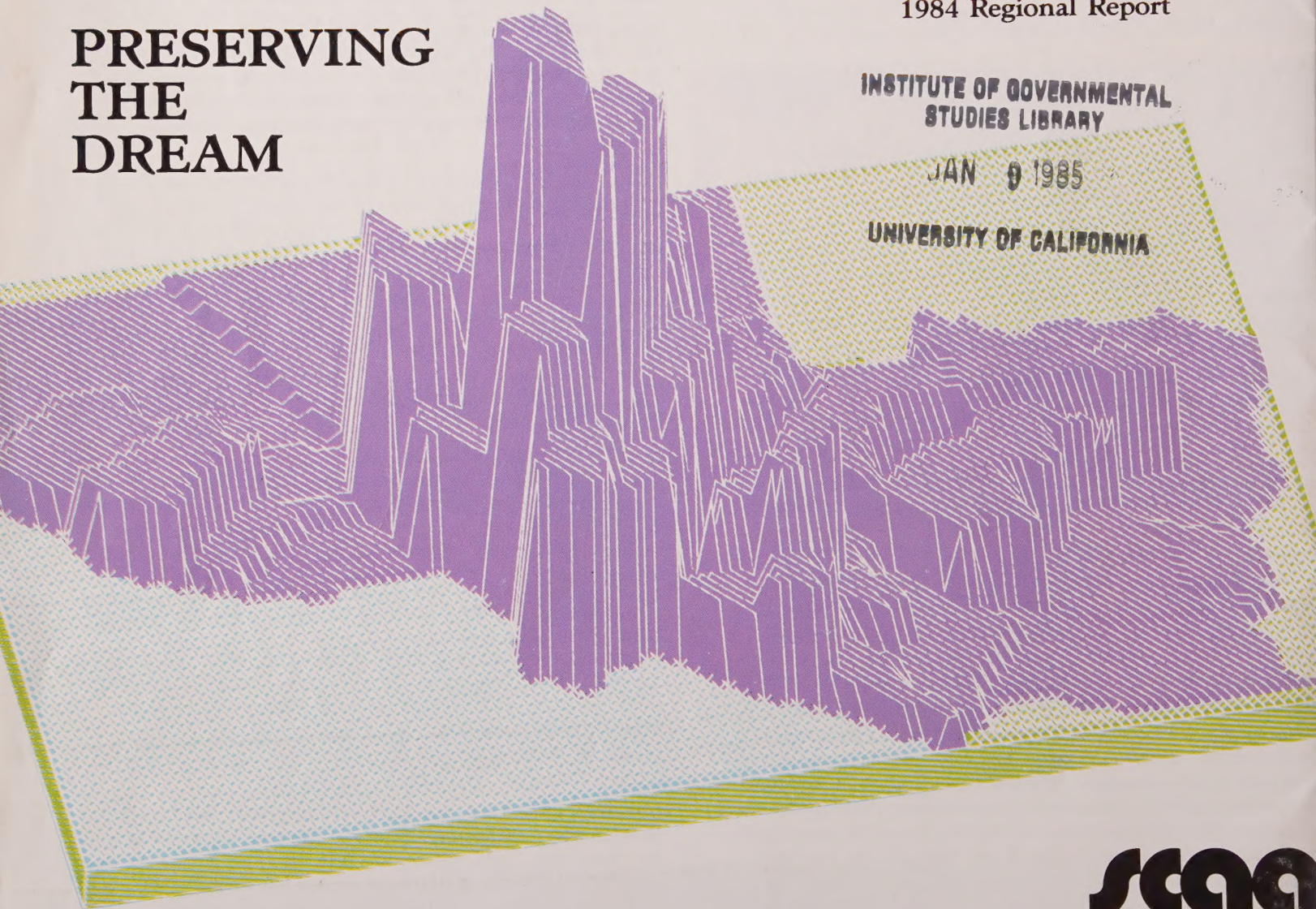
## PRESERVING THE DREAM

1984 Regional Report

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**scag**  
SOUTHERN CALIFORNIA  
ASSOCIATION OF GOVERNMENTS

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computer generated graphic depicting 1980  
employment distribution within the SCAG region



# OVERVIEW

*Southern California is a sprawling and varied collection of natural wonders, lifestyles, ethnic cultures, sciences, arts, religions, foods, passing fads and lasting trends. Everything's here—choose among rough and slick, raucous and quiet, frantic and sedate. The rodeo's right near symphony hall; the ballpark's next to the ballet. With a million things to indulge in or ignore, life in this diverse region can be lived for excitement and surprise, or as a comfortable round of the same old thing.*

**No-nonsense research and technology thrive here;** fantasy and illusion are also real products for which people pay real dollars. What does not occur here naturally can be crafted in the movie studios or created with computer graphics. Magic is an everyday fact.

Almost nothing exists in Southern California without its opposite, and each thing seems more real because of the contrast. On sultry days, the valleys swelter beneath snowy mountain peaks. Sandy desert lies next to irrigated lawns kept expensively green. Princes buy lavish estates here, and immigrant workers sleep a dozen to a room. The serenity and stillness of a landscape seem more intense because one has felt the earth tremble and shift.

Curious juxtapositions abound. Pasadena, where some residents seek no horizon beyond the walled gardens of their spacious mansions, is home to the Jet Propulsion Laboratory, where every gaze is fixed on the farthest reaches of outer space. Only a few steps from the sleek Los Angeles County Museum of Art, which often displays the most joltingly modern of works, are ancient tar pits that yield up dinosaur fossils, and release upon today's urban air the swamp odors of a million years past. At the planetarium in Griffith Park, the visitor may choose to view in awed silence the

endless wheeling of immemorial stars, or experience the frenetic, hot-color dazzle of a laser show performed to rock music. Garden Grove's Crystal Cathedral—a glittering high-tech landmark of glass and steel—shares a landscape with centuries-old Spanish missions that call to mind vanished friars' slow, devout journeys north from Mexico.

North from Mexico, south from Canada, east from the Orient, west from Europe come the visitors, come the settlers, come the new Californians. The whole world seems to be here. The region had a population of one million only sixty years ago; now there are almost 12 million, and soon nearly 15 million will be in residence. Already it's hard to find a place that's quiet, and popular attractions and events draw intimidatingly large crowds—Disneyland, the New Year's Day Rose Parade, any beach on a hot day.

But the whole world is here in a very positive sense, too: the broad ethnic diversity of people from every country in the world enriches the life of the region. From cultural eddies—enclaves of Chinese, Arabs, Koreans, Hispanics, Japanese, Thai—fresh, invigorating influences flow into the mainstream. Art, music, philosophy and business are the better for it.





**Visitors tend to call all of our major metropolitan area "Los Angeles" or "L.A."** But, in fact, that vast continuous cityscape is a patchwork of distinct areas and separate towns, each proudly individual, ranging from Azusa to Tarzana, from Beverly Hills to Burbank. Perhaps the best known area is Hollywood (a section of Los Angeles City); it is the enduring symbol of screen glamor, and draws aspiring actors and directors from around the world. The resultant reservoir of talent has made Los Angeles an important center for stage productions as well.

"Los Angeles" itself is a sort of stage name, shortened enough to fit on a marquee; when the town was founded back in 1781, the settlers called it "El Pueblo de Nuestra Señora la Reina de Los Angeles de Porciúncula."

After its founding, Los Angeles drowsed in the sun for a hundred years; by 1881 the quiet desert town had attracted only 15,000 residents. But suddenly in its second century the town woke up; it boomed, it grew, it spread like wildfire, jaunty and unstoppable. The railroads came along with a clang of steel on steel, steam locomotives sounding their bells and whistles. Adventurers arrived by train and stagecoach, seeking gold, pursuing the sun. The mud flats were dredged to make an ocean harbor for great ships; aqueducts were thrown across the mountains to siphon water from sources hundreds of miles away; the desert began to bloom with oranges and dates; somebody discovered OIL!

With irrigation, Southern California's lush valleys produced fruits and vegetables by the trainload, by the shipload, and growers purveyed the sun-ripened abundance to the world. Movie producers gladly abandoned the uncertain light of the Northeast for our perpetual sunlight, and the "flickers" thrived here. New technologies found the region congenial: airplane factories sprang up, freeways unfurled in concrete ribbons across the vast landscape, "coast to coast" radio programs originated here and acquainted Americans with the near-legendary intersection of Hollywood and Vine.

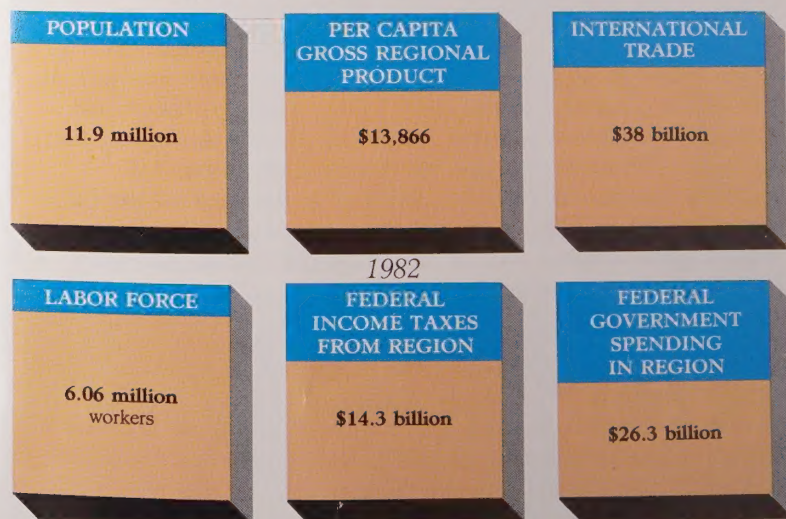
**Today, this region houses numerous high-tech industries such as aerospace and electronics, and still boasts orchards and cattle ranches.** It ships to the world

everything from microchip wafers to chocolate-chip cookies. The production of movies and television programs is an important part of the economy, and the casual pedestrian may encounter film crews in parks, at the beach, on any street. Once-sleepy Los Angeles sleeps little these days: it's not only home to 3,000,000 people, but also the nucleus of the SCAG region—a distinct political and planning area housing about twelve million people.

**For those of us who live here,** and the millions who visit every year, the region is a kaleidoscopic blend of the right stuff and some right stuff gone wrong. You can, on the same day, go snow-skiing and ocean surfing—if you can get through the traffic from the mountains to the beach. Orchids and hibiscus bloom here, but air pollution won't allow lettuce to grow within fifty miles of Los Angeles. A broad range of businesses offer promising jobs—and many of those who want to work can't afford to live in the area's high-priced housing. Most of these problems arose from growth, and came about just because Southern California is an attractive place to live.

We want to keep it an attractive place to live. We're well aware that this colorful patch of the Pacific Rim needs some housecleaning and refurbishing. There are urgent things to be done: protect the lands, create jobs, expand the seaports, build another international airport. The air needs polishing, the water needs burnishing. We want to build a new highway over here, a row of houses there, new transit lines stitching the region together. All of that needs doing, as quickly as possible—and then a whole lot more besides.

It's a massive job, and it's going to take time. But we're proud of this place, and we're working on it.



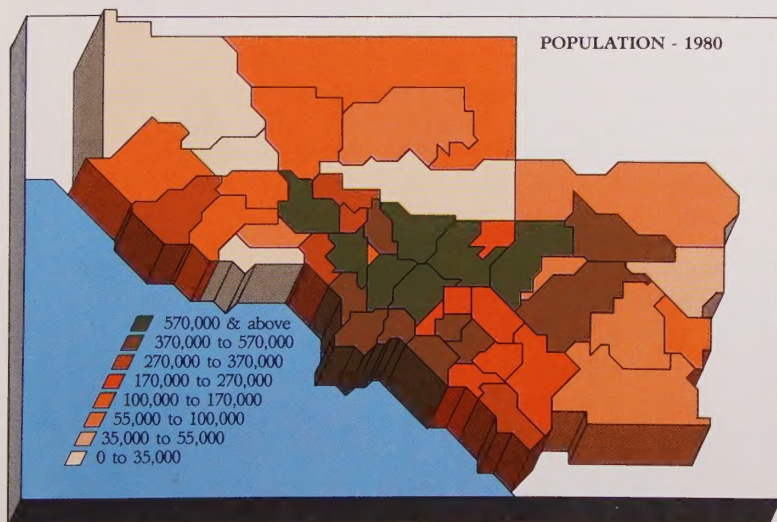


*Purely* local matters affect only a city or county, but certain issues have effects over a broad area, an entire region.

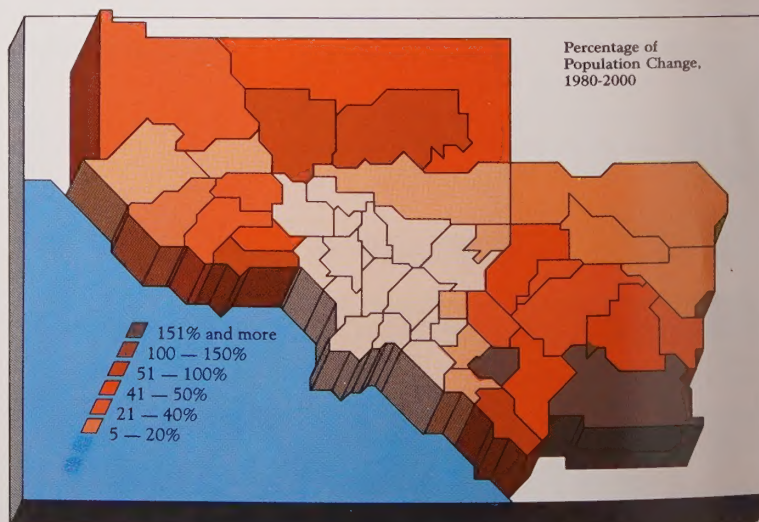
Efforts to deal with them should involve all the cities and counties concerned. For this purpose, the Southern California Association of Governments was formed in 1965 by the counties of Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura, and cities within those counties. A voluntary association, SCAG is a forum in which local governments explore regionwide problems and reach consensus on solutions.

SCAG also acts as a clearinghouse for certain federal grant moneys. This function helps to ensure that major projects planned for our area are consistent with regional policies and goals.

SCAG's activities are funded by local contributions and federal and state grants. SCAG's overall governing body, the General Assembly, holds an annual meeting to establish



SCAG's technical planning staff translates the wishes of the membership into comprehensive plans dealing with vital issues—among them, air quality, water quality, housing supply, transportation systems, and optimum levels of regional growth and development.



policies. These are then carried out by SCAG's Executive Committee, which meets every month. The Executive Committee receives information and recommendations from policy advisory committees, also made up of local elected officials; each committee addresses a particular issue area, such as transportation/communications, community and economic development, human services, and environmental quality.

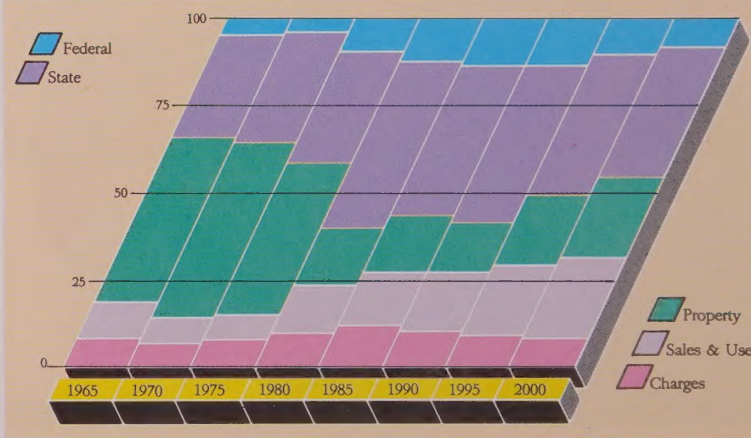


A number of SCAG's past and present officers have formed a **Blue Ribbon Committee** to examine improvements to present forms of governance, and to identify new areas for SCAG's long-range planning involvement.

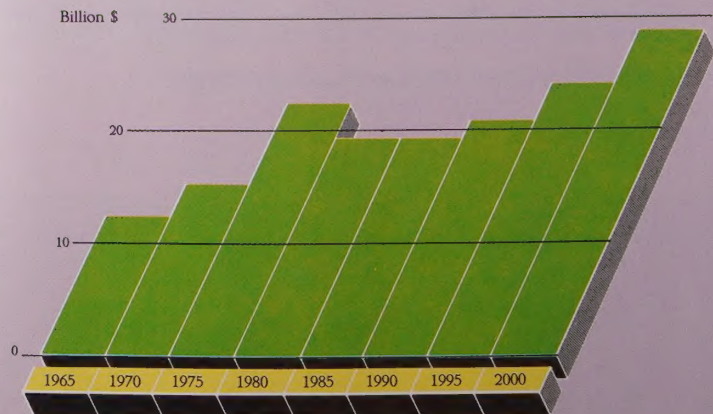
SCAG has broadened its contact with the community by creating the **Regional Advisory Council**, a private-sector body that advises the Executive Committee. The 50-member council represents industry, labor, education, public-interest groups, and the community at large.

SCAG has also established a nonprofit corporate arm, the **Regional Research Institute of Southern California**. The Institute's board of directors is made up of public officials and private-sector business leaders, and its charge is to investigate issues of importance to the region's future, with emphasis on research areas not funded by public programs. Through this work, the Institute can establish common goals for the private and public sectors, and begin to create a mutual agenda. Operating from a common data base of economic and demographic knowledge, both sectors can cooperatively build workable scenarios for the future.

## REGIONAL REVENUES BY SOURCE (%)



## REGIONAL REVENUES 1982 CONSTANT \$



## STAFF

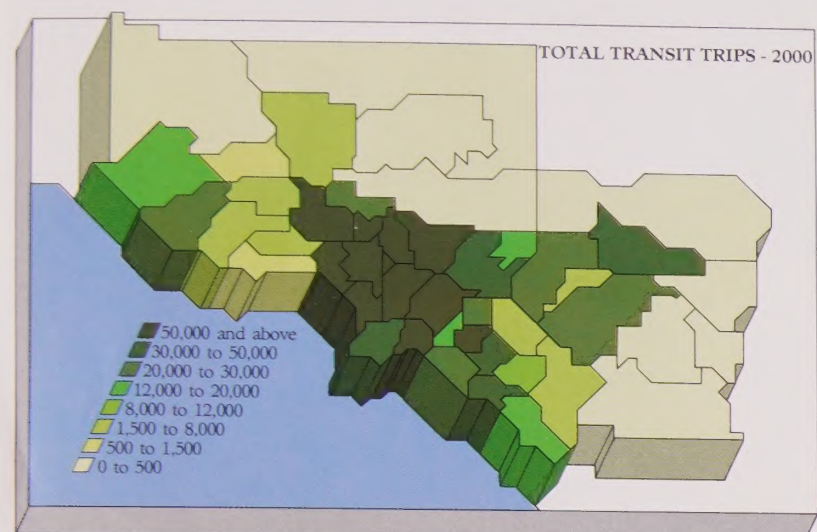
**MARK PISANO**, Executive Director  
**BART MEAYS**, Deputy Executive Director  
**DAVID FINE**, Staff Counsel  
**W.O. ACKERMANN, JR.**, Director of Programming  
 & Evaluation  
**FRANK HOTCHKISS**, Director of Planning  
**JIM GOSNELL**, Director of Transportation Planning  
**GILBERT SMITH**, Asst. Director of Government  
 & Public Affairs  
**JOHN ECHEVESTE**, Manager, Public Communications  
**SUSANNA BERZSENYI**, Manager, General Services  
**DAVID ROSS**, Writer  
**DAVID LEE**, Computer Graphics

Design by Richard Saul Wurman/Michael Everitt  
 Sui Dynasty, Inc. Production by Cathy Gurvis, Juliet Jacobson, Linda Lenhoff,  
 Melanie Paykos, Jill Yesko.



communications (linking homes or neighborhood work centers to distant offices via telephone, television, and computer terminal) **holds bright promise for reducing the number of work trips.** The reason for commuting—bringing people together in one place to exchange information—has been superseded by technology; text and numbers can be transferred from one computer to another by telephone, at incredible speed. With this capability at hand, it's wasteful of fuel and freeway space to transport people when we need to transport only the information and data.

An estimated 12% of the region's work force should be able to do their jobs away from the company office at least a few days a week: word processing, data entry, and many other information-based services can be decentralized. In time, this kind of electronic "cottage industry" will ease freeway congestion for those who cannot avoid driving.



The region is an important air travel center, both for domestic flights and overseas flights. Scattered around the six counties are seven airports that accommodate the huge commercial planes of major airlines, and more than 50 airports that serve smaller, privately owned craft. In all, about 40 million passengers use the region's airports every year. The existing airports can, if expanded to their maximums, handle about 74 million annual passengers (MAP). However, demand at the turn of the century is expected to be far greater—in excess of 88 MAP. Expansion of Los Angeles International Airport, a five-fold increase in activity at Ontario Airport, and greater use of Palmdale will barely keep up with the load.

Since any shortfall in the region's capacity to serve air freight and passengers would damage the Southland's economy, **siting of a major new airport is among the region's most urgent planning priorities.**



This southern stretch of California's coast has excellent seaports—the Los Angeles/Long Beach harbors. Although these ports are adequate for today's needs, increasing ship trade with the Pacific Rim countries requires that they be expanded. In 1982, 84 million metric tons of goods moved through the ports. By the year 2000, the figure will more than double, to 170 million tons.

Growing numbers of freight trains will cross the region, carrying coal, grain, potash, produce and lumber to the ports. And there will be more trucks moving more cargo to the ships. Highways are now being improved to handle the expanded truck traffic.

**Pictures of the future are subject to abrupt change,** of course, and any number of events could alter the projections given here. Air quality concerns might dictate that vehicles registered in our air basins use clean-burning alternative fuels instead of gasoline or diesel oil. Or telecommunications might prove to be more (or less) effective in reducing commute trips than planners had envisioned, causing us to revise our projections of traffic and highway-capacity needs. Or another reduction in oil prices may cool the world's desire for coal shipped from our ports.

Whatever occurs, however transport changes, it is certain that most Southern Californians will do whatever it takes to get from one place to another, following the restless tradition of the early settlers. A few hardy souls, it is said, have even been known to walk.

## ECONOMICS

*In 1849, adventurers from around the country rushed to northern California's gold fields, seeking their fortunes in the rich metal veins of mines and in the nugget-littered streams.*

Today, the quest for riches might find their descendants embarking for the SCAG region, to mine metaphorical gold in fields unknown a century ago—

aerospace engineering, movie production, computer software. **The SCAG region is a prodigious producer of material wealth.** The value of goods and services produced here in 1980 was a staggering \$140 billion, amounting to 5.3% of the U.S. gross national product. Not many entire countries—just over a dozen—generate more dollar value in goods and services than does this one region of a single state.

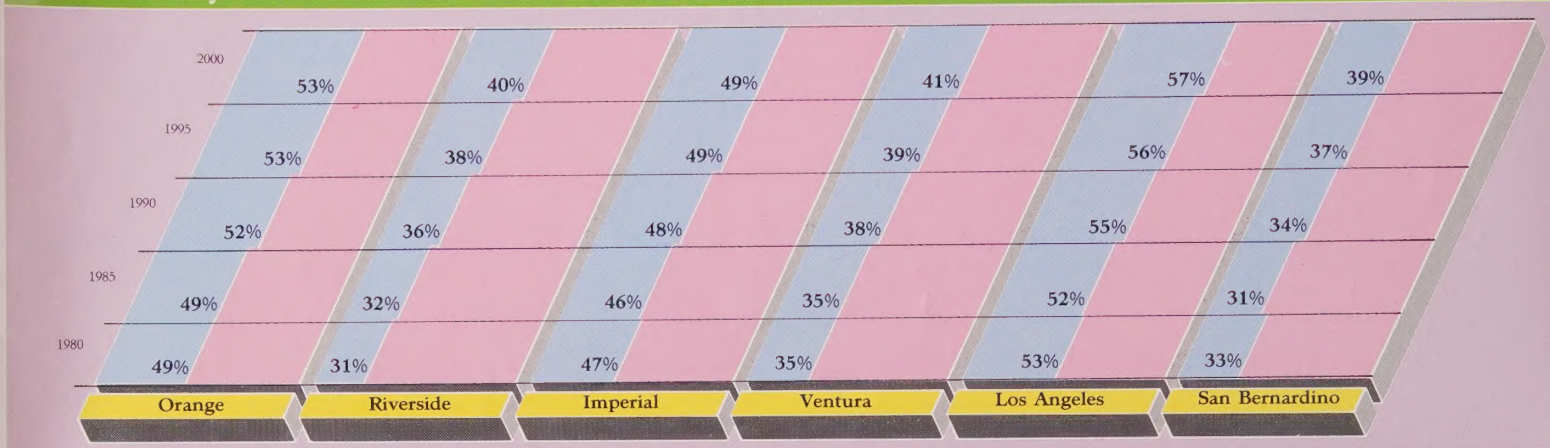
The region's commerce goes on around the clock, daylight and dark. Some of it has the familiar clink of coins and rustle of banknotes; some is carried on silently through the exchange of electronic signals representing dollars, yen,

pesos. Just as the region's cultural ties with other lands form a map embracing the entire world, so do its financial ties form another map equally comprehensive. **In 1980, the region's imports and exports—manufactured goods, agricultural commodities, and raw materials—amounted to \$35 billion. That's nearly 10% of total U.S. international trade.**

Between 1970 and 1980, the region's diversified manufacturing sector increased by 28%, adding 150,000 new jobs. Growth was particularly strong in apparel, textile products, the printing and publishing industries, chemicals, rubber and plastic products—all of which augmented an existing manufacturing base of food products, primary metals and fabricated metal products, and non-electrical machinery.

During that same decade, high-technology industries (office equipment and computing machines, communications equipment, electronic components and computer services) grew by more than half, adding another 100,000 jobs to the existing employment of 150,000 in those industries.

### RATIO OF JOBS TO POPULATION (%) BY COUNTY



### REGIONAL ECONOMY BY SECTOR

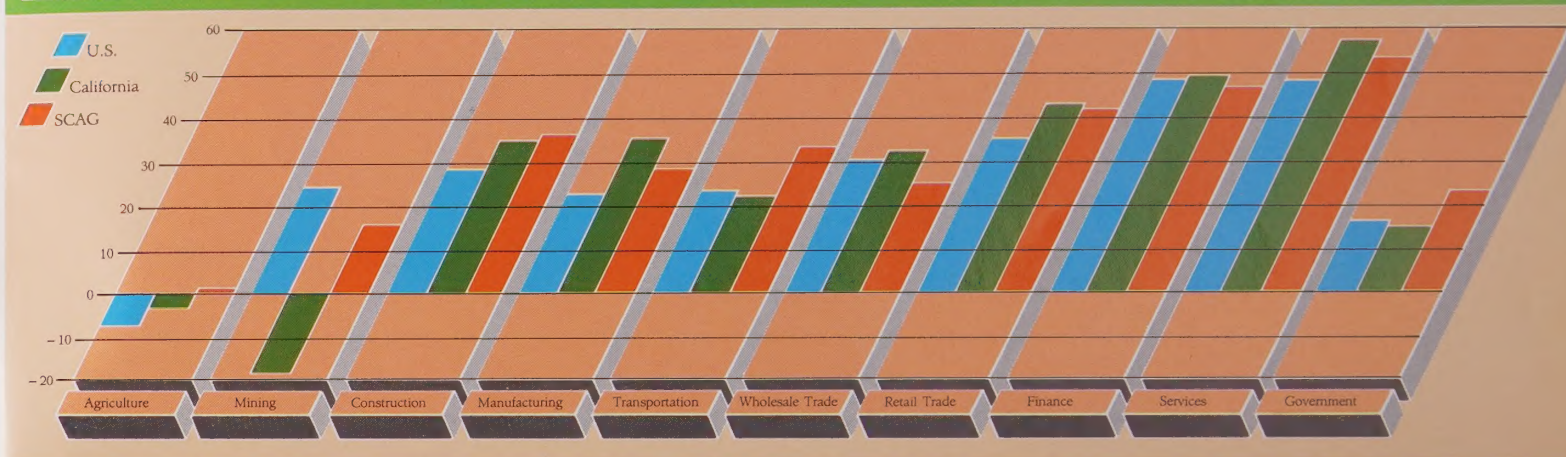


**Today, however, the makeup of the economy is changing.** The service sector—which includes tourism, advertising, entertainment and motion picture production, information processing, and health maintenance—is the largest single employment sector. Some forecasters see great change in the industrial sector, with robots performing most of the repetitive tasks that people do today.

Changes happen so quickly that a detailed picture of the region's economic future is not possible. However, we believe that **the region will continue to expand in industries where we already have a comfortable lead over other areas of the country.** The region has roughly one quarter of all U.S. employment in guided missiles and space vehicles and about 10% of the jobs in communications equipment, electronic components, and aircraft. Such high-tech sectors are about 15% of the region's current economic base; they provide a quarter of the region's manufacturing jobs, but accounted for over 40% of the new jobs created between 1970 and 1980. Between 1980 and 2000, the region's jobs are expected to grow by 36%, adding another two million jobs for area residents.

Whatever else may happen, as long as the sun holds out and the trade winds blow, our tourist and entertainment industries will continue to serve and delight visitors from around the world.

### EMPLOYMENT GROWTH RATES BY INDUSTRIAL SECTOR (%) 1980-2000



## ENVIRONMENT

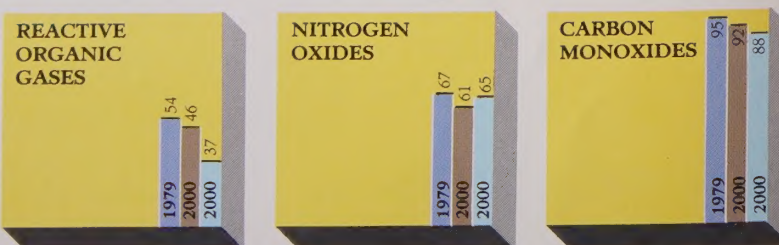
*Industrial-age man creates pollution and toxic waste in quantities greater than our globe's air and water systems can cope with, and in forms and strengths that nature cannot neutralize.*

Much damage has been done to the earth over recent decades, because man has only lately understood that small actions can have great effects upon the environment.

**Southern California's environmental maladies differ from those elsewhere only in degree, not in kind.** Today, we in this region are committed to reversing the damage done carelessly in the past, and avoiding further damage in the future.

**Every day in the Southland,** tons of pollutants are dumped into the air we breathe. It is a wrenching irony that many of the region's tourist-bureau attributes—constant sun, ocean breeze, mountain backdrop—conspire to produce the characteristic smog that plagues us most of the year.

When warm air from the sea moves inland, cools, and begins to sink, air-borne pollutants—from homes, industries, automotive traffic—are trapped beneath it and pressed back toward the ground. (That lid of air, the inversion layer, is what makes our smog problem one of the nation's most difficult to solve.) Unable to rise above the mountain barrier and escape, the pollutants cook in the sunlight, forming new, unhealthy combinations over time as they drift to the eastern part of the region. The result is that smog is worse in the inland counties than along the coast—where most of the constituent pollutants are produced.

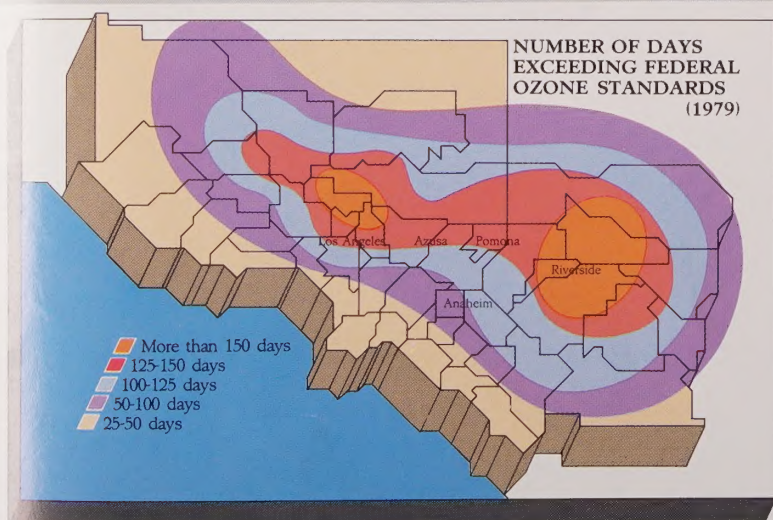


### AIR POLLUTANTS

Percentage of Regional Totals from Mobile Sources  
1979 Regional Total Percentages  
Year 2000 with no further efforts  
Year 2000 with short range measures in AQMP

Many of the pollutants that make up smog come from motor vehicles, ranging from cars to gasoline lawnmowers and dune buggies. But they also come from refineries and dry-cleaning plants and filling stations and paint shops. And they come from aerosol spray cans, cement manufacturing, landfill gases, metal-cleaning operations. There seems to be no activity—even a dust-raising Little League baseball game—that does not somehow foul the air.

**The federal Clean Air Act** sets allowable maximums for the major air pollutants—ozone, lead, nitrogen dioxide, carbon monoxide, sulfur dioxide, and suspended particles. (For some

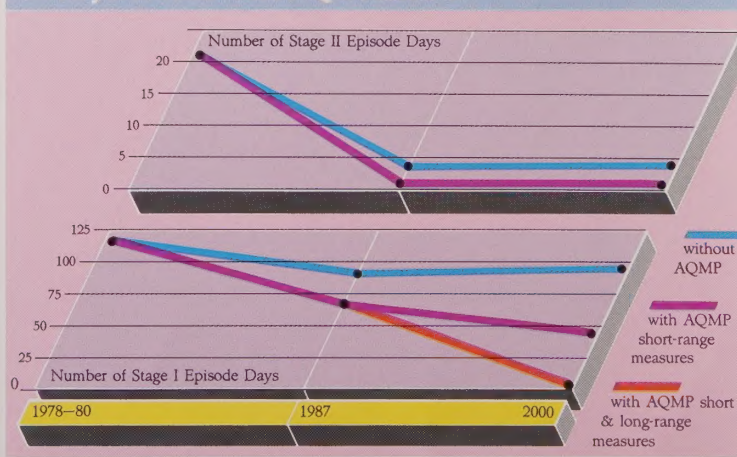


of these pollutants, the State of California sets more stringent standards.) The blueprint for getting from where we are now to the point of meeting the standards is the Air Quality Management Plan, or AQMP, jointly prepared by SCAG (for mobile sources) and the South Coast Air Quality Management District (for stationary sources).

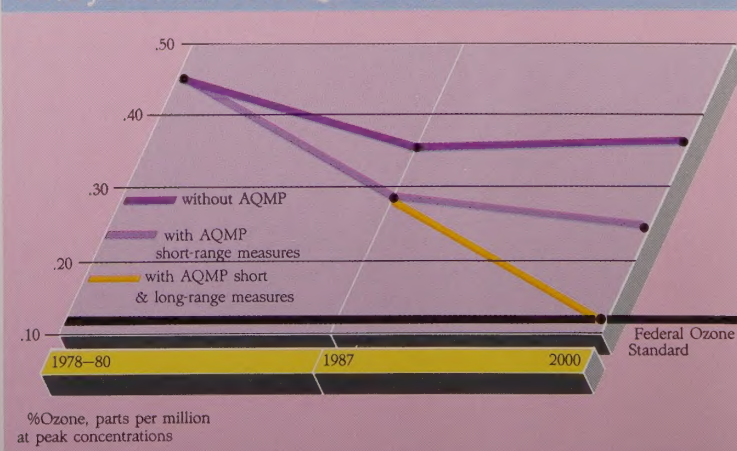
As various AQMP strategies and control measures have been put into effect, and new cars have met stricter standards for cleanliness, the air has improved. In Azusa, one of the cities usually hardest hit by smog episodes, health alerts numbered 127 in 1965, before any controls on air quality were imposed. Since then, despite regional increases in population, cars, and industry, Azusa has had a steady, if spasmodic, decline in pollution episodes. But as growth overwhelms the effect of existing controls, additional measures will be needed to continue the improvement.

**It is now generally recognized** that clean air will be achieved only through a wide combination of measures, and over a considerable period of time. Cleaner-burning engines, the use of alternative fuels, ridesharing, greater use of transit, replacement of work-trips with telecommunications—all of these together will greatly reduce the pollution from transportation. Controls on industry, petroleum production and distribution, solvents, and energy generation will help to bring the stationary sources into line.

### PROJECTED AIR QUALITY



### PROJECTED AIR QUALITY

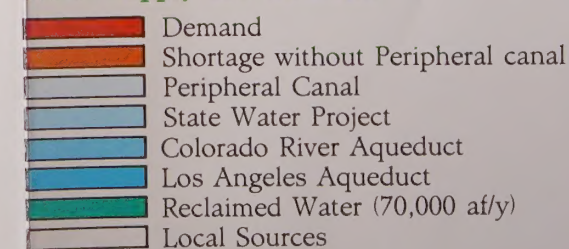


**When will we be able to see the mountains clearly every day, and think of smog as a thing of the past?** Probably not before the turn of the century. But we will, with constant effort, see our air become progressively better to the turn of the century and beyond, year after year after year.

**Visitors are seldom aware that our region is a desert,** made green and viable only by imported water. Supplies come from the northern part of the state, from the Owens Valley and Mono Lake, and from the Colorado River. Local groundwater and rainfall account for only about 20% of the water we use. It is not an element that we take for granted.

**We are increasingly concerned about the quality of our water.** The rains sluice agricultural compounds from the fields into the streams, and wash oil and gasoline from the streets into the sewers. Hostile chemicals find their way into the soil and groundwater. A SCAG-sponsored study of wells supplying drinking water in the San Fernando Valley found that more than a third of them contained industrial chemicals recognized as dangerous to health.

### Water Supply and Demand



### WATER SUPPLY AND DEMAND



In once-crystal lakes and bays, polluting compounds decrease the amount of dissolved oxygen in the water and act as nutrients for vegetation, allowing plants to flourish at the expense of fish. This process—eutrophication—results in underwater gardens devoid of marine life, silent and dead; the loss of fish resonates through the food chain and eventually affects birds and mammals. Bodies of water that receive a constant deposition of sand and soils from runoff, whether from natural causes or from man's earthmoving activities, will eventually become overloaded with silt and debris. Unless the process is reversed, lakes and bays can become mud flats. When this began to happen in scenic Upper Newport Bay, SCAG brought together all the affected parties to begin the needed cleanup.

**SCAG is also deeply involved in the effort to identify, treat, and safely store hazardous wastes.** Some byproducts of manufacturing are hazards to health, and remain so for eons; they require long-term storage under conditions that prevent contamination of the surroundings. The SCAG region produces about two million tons of toxic refuse every year. Finding the best ways to detoxify the wastes, and persuading localities to accept the required treatment plants, require both technical and political expertise. SCAG serves a coordinating function in that effort.

### WATER SUPPLY AND DEMAND





# GROWTH

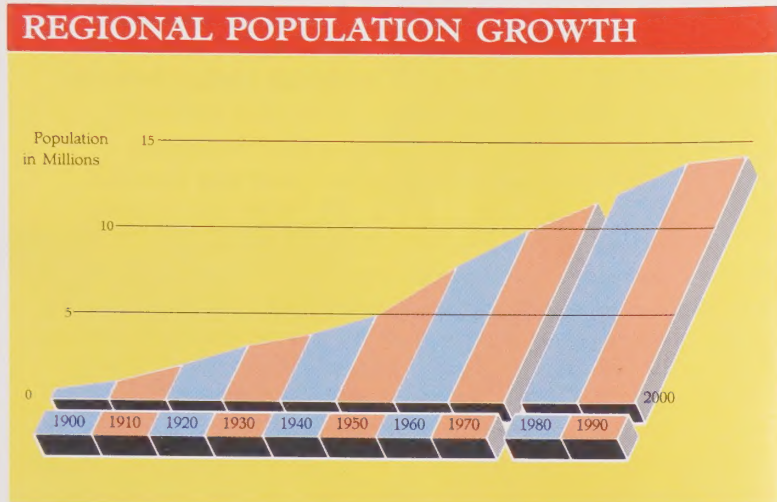
*Predicting the future—by means of the computer printout rather than the crystal ball—is a serious and necessary business for corporations, for countries, and for a large and complex region like ours.*

Long-range predictions incorporate data from many sources and are subject to constant revision. Ultimately, predictions can become reality if people work at making the envisioned future happen.

SCAG's Growth Forecast sets forth regional levels of population, employment, housing, and land use to the year 2000. The Forecast does not merely report trends, or project likely happenings, but rather serves as a practical policy instrument. The numbers in the Forecast influence all of SCAG's functional plans (transportation, air quality, water supply, and so on) in this manner: the desired population totals and preferred distribution of growth are treated as fact in planning the capacity and routing of tomorrow's highways and transit systems, the amount and location of housing units, the sites and sizes of sewage treatment plants and water supply lines. Thus, as the various plans provide or withhold facilities, growth in the affected areas is encouraged or suppressed. The desired growth figures in the adopted Forecast can become self-fulfilling through this reciprocal mechanism.

The Forecast is a product of the **Development Guide Program**, which explores alternative futures for the region. Within this program, the growth plans that each city and county has made for itself are examined; the individual forecasts are then coordinated into an overall plan that meets adopted regional goals and policies. New forecasts are issued about every three years.

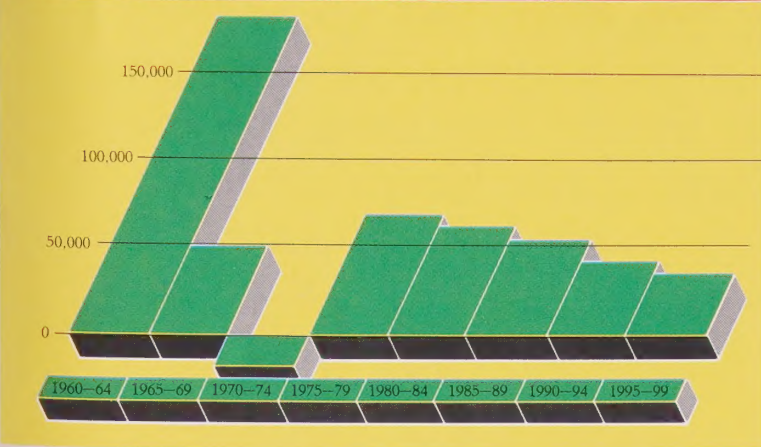
Population figures are at the heart of every plan. **If the SCAG region were a state, it would have the nation's fifth largest population** (11,535,800 in 1980), just behind New York, Texas, Pennsylvania, and the rest of California. The six SCAG counties have 49% of California's population.



From 1980 to 2000, the region expects to add 3,216,300 new residents—equivalent to another City of Los Angeles. This annual population growth of 1.4% is well below the rate of some recent years: from 1950 to 1970, the region's population grew an average of 5.5% per year. Those two decades saw a baby boom; in addition, some 185,000 newcomers moved into the region annually. In the early 1970s, a time of business recession, the trend reversed: more people left the region than came in. The birth rate also fell dramatically (from 3.7 children per woman over her lifetime, at the peak of the baby boom, to 1.8 in 1976). Only because migration into the region picked up in the last half of the 1970s did the decade show an average growth of 1.5% a year.

The birth rate per woman, now 1.9, is expected to rise slightly, to 2.0. This is below the natural population replacement rate of 2.1; however, the baby-boom generation is now of childbearing age, and its members are so numerous that population will increase well into the next century even if migration into the region were to stop.

## ANNUAL AVERAGE NET MIGRATION

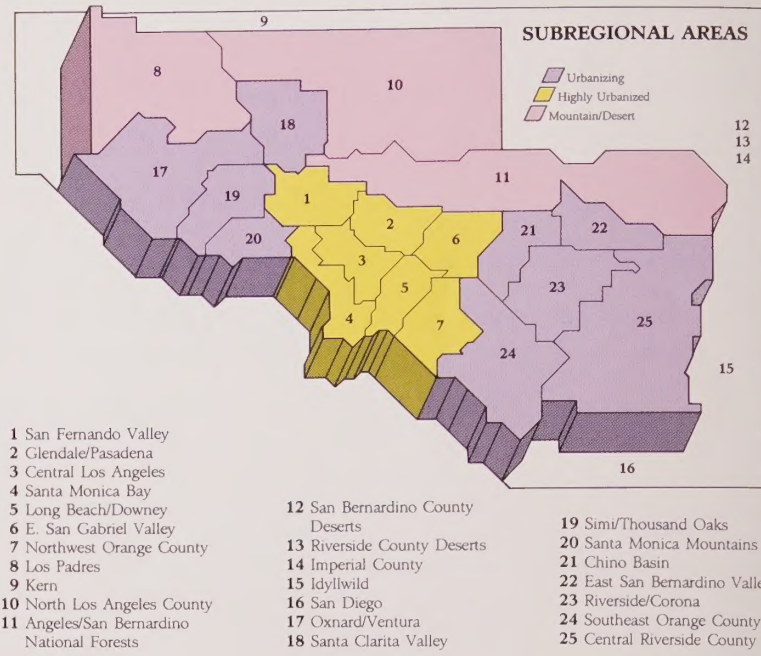


As befits a "world city," Los Angeles and its surrounding region will take on an increasingly cosmopolitan air as the new century nears. These changes in the ratio of four broad population groups are expected by 1991:

|                    | Percent of Total Population 1980 | Percent of Total Population 1991 |
|--------------------|----------------------------------|----------------------------------|
| Non Hispanic White | 66.6%                            | 61.7%                            |
| Hispanic           | 19.2%                            | 22.6%                            |
| Black              | 7.5%                             | 7.6%                             |
| Asian/Other        | 6.7%                             | 8.1%                             |

*One effective way to improve air quality, conserve energy, and reduce traffic congestion is to change the region's existing patterns of development.*

SCAG's long-range plans envision the region as a mosaic of subregions—broad, self-sufficient areas supply all the needs of the people who live in them. Each subregion will have a roughly equal balance of housing and job opportunities, so most residents can work near their homes instead of commuting long distances to work. Each subregion will offer a mix of shops and stores, entertainments, restaurants, transit and services, reducing the need to travel across the region.



Scattered throughout the 23 subregions will be 76 major "centers," around which new growth will cluster. (A center is the employment focus of an area. It is usually a concentration of commercial, residential, and/or industrial uses, and of a density greater than its surroundings.)

Besides having striking benefits for most of SCAG's functional plans, the subregions/centers idea has tangible human benefits. By ending for many the chore of daily commuting, and restoring to family and leisure pursuits the time formerly spent on the highways, the concept will improve the quality of life.

# HOUSING

*Houses in endless variety make Southern California an anthology of architectural styles:*

a flat-roofed Mexican adobe faces a white-painted New England saltbox whose roof is pitched to shed nonexistent snows; a "medieval" fortress overlooks a turn-of-the-century California bungalow. On a single block appear French chateaux, English manors, Swiss chalets. Elegant Victorian gingerbread houses nestle amid solid, working-class homes of no particular style, reminiscent of Kansas or Ohio. Gracious old apartment buildings boast paneling of handcarved oak, and new high-rises flaunt countertops of Formica.

They all have this in common: someone calls them "home," and there are simply not enough of them. **The shortage of housing in the Southland is a major problem, one that has far-reaching implications.**

In 1970, the mixture of housing types in the region was 65% detached single-family homes, 35% apartments. By 1980, this had become 60% single-family homes, 40% apartments. Five percent of the stock was in condominiums, a form of homeownership almost unknown in 1960. About 48% of total living space was for rent.

In 1970, the average price of a new house in the region was \$29,900. The later years of that decade saw a boom in home prices: they doubled, tripled, quadrupled in a runaway escalation. The price increases blocked many would-be homebuyers from the market. Speculation and short-term profit-taking drove prices even higher: as homes were bought and sold again and again, thousands of dollars in turnover fees were added to their price every time they changed hands. **In 1980, the average price of a new house in the region was \$119,200—about 157% of the cost of the average new home nationwide.**

Today, young people with growing families often pay an unrealistic percentage of their household income to buy a home, and then can afford less for other needs. Some grasp at "creative financing" schemes, only to risk losing their home if they cannot meet the balloon payment required down the line. For many in this region, the traditional American

dream of home ownership has become a thing of the past.

High prices are the result of scarcity. Every year since 1976, the region's housing suppliers have built fewer units than the growing population requires. As supply falls farther behind demand, market pressures keep prices high, even during recessions. **In 1980, the housing shortage reached 150,000 units.**

SCAG has been seeking innovative solutions to the shortage. To produce shelter that workers can afford, SCAG created a **Corporate Fund for Housing**, which involves industry in the effort to make reasonably priced rental and ownership units available. Participating businesses invest in a revolving fund to finance new construction. Workers' inability to own their own homes in the Southland is the reason businesses often give for locating elsewhere. An adequate supply of affordable housing will help industries attract a qualified workforce, and attract new industries to the region or keep existing ones here.

Another housing tool, **SCAG's Regional Housing Allocation Model**, is designed to provide a mix of housing sizes and types across the region, so that people of all economic stations can find affordable housing in major subregions and most cities. This will allow workers to locate near their jobs, and avoid concentrations of low-income housing.

The region's housing picture in the years ahead is unsettled, varying with the interactions of interest rates, population pressures, the changing costs of land and labor and building materials, and changes in the allowable density of housing units per acre. The average home is almost certain to be smaller, located on less land. Many homes will be mass-produced in factories and then trucked to the lot in final form, rather than "stick-built" on the site.

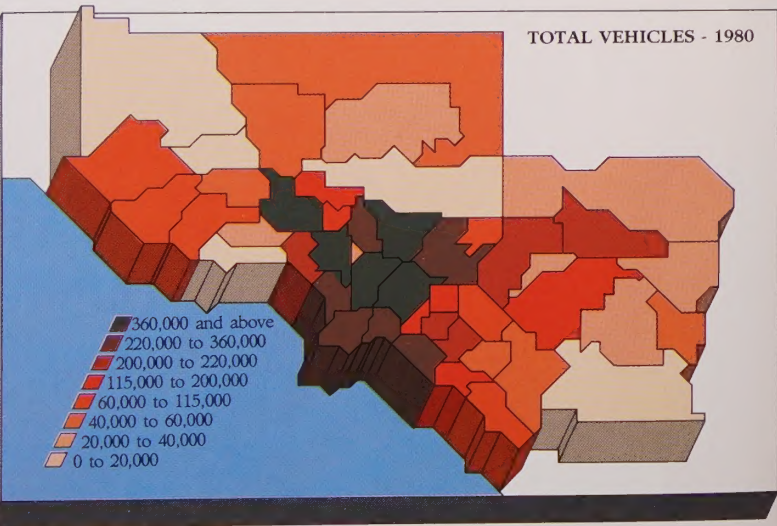
**The very concept of home may change in the future.** Besides being the place where one lives, home could become the place where one works, the primary location for family entertainment, and a video "shopping center" as well. Television, besides bringing viewers first-run movies and special events, will display merchandise that can be ordered by phone and delivered to the home. Computer networks will allow more and more people to conduct their daily work over phone lines connected with central computers, and permit stay-at-homes to chat with friends by electronic mail.

# TRANSPORTATION

*The SCAG region, with 38,000 square miles, is larger than many countries.*

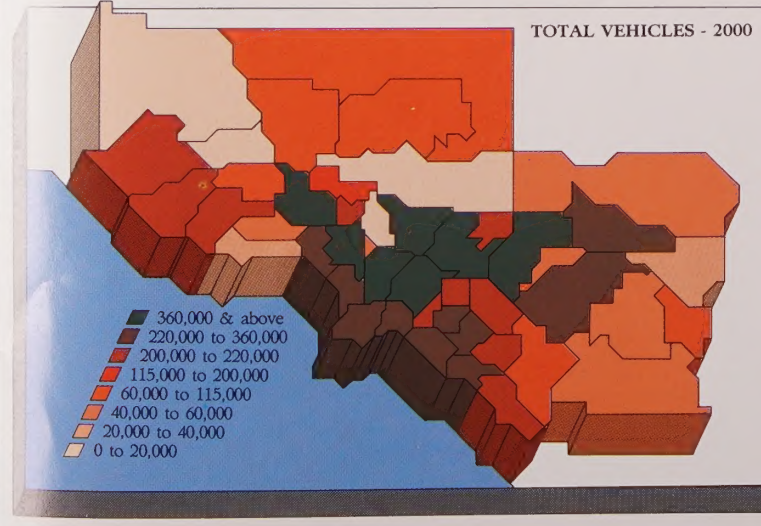
Having so much room to stretch out in, our cities tend to sprawl, and our homes and businesses are scattered across the landscape. What ties all of it together, what gets the region's nearly 12 million residents from here to there, is our freeway system—the indispensable lifeline in an automotive society.

As the small, scattered towns born in the 1800's began to coalesce into a metropolis, and America became aware of what California had to offer, the region urbanized in a rush. New people from all points of the compass moved in. Brand new cities appeared where there had been only scenery, and concrete sidewalks grew where only cactus and coyotes had grown before. People liked living out where there was elbow room, but businesses tended to concentrate downtown or in employment centers, so commuting became a way of life. Suburbanites who worked in L.A.'s Central Business district bragged about how far—30 miles, 40, 50—they lived from their work. What made the distancing of home from work possible

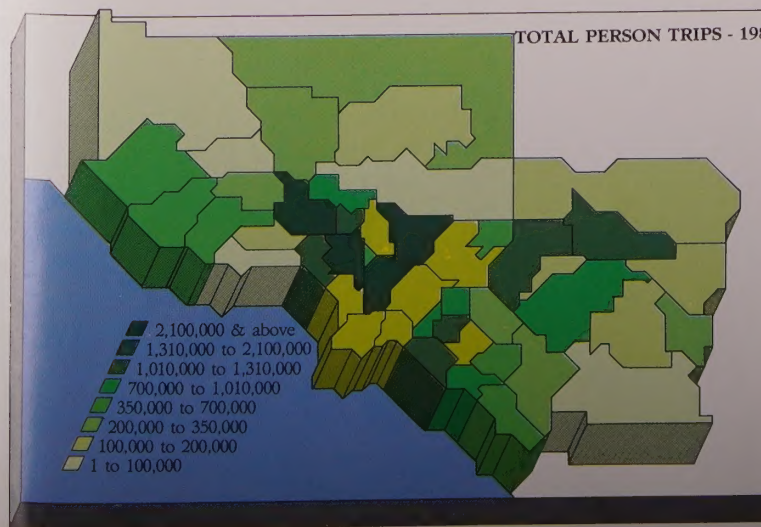


was the automobile, a limitless supply of cheap gasoline, and an uncrowded network of freeways that the whole world envied.

**As the car became king, public transit lost importance.** The years 1945-1961 saw the slow decline and eventual demise of the largest interurban railway system in the country, Pacific Electric's Red Cars. (Founded in 1911, the Red Cars at their peak provided 760 route miles of service,



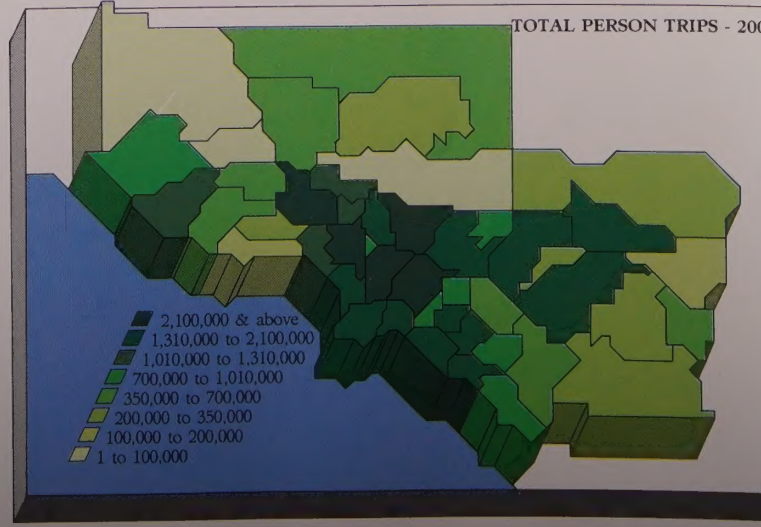
and carried 275,000 riders a day; the lacework of PE tracks had a profound influence on L.A. County's pattern of growth.) From the 1960's on, public transit meant primarily buses, an awesome fleet of 3200 crisscrossing thousands of square miles.



A number of proposals to fund rail rapid-transit were defeated at the ballot box: few motorists cared to tax themselves for a costly transit system they had no intention of using. (A few years ago, however, voters approved a half-cent sales tax to fund a rapid transit network running through L.A. County.)

It was often said in print that Californians were in love with their cars, and nobody sued for libel. In time, however, travel as a way of life got to be costly, in terms of hazards, roadway maintenance costs, delay, smog. The region's air pollution problem, fast becoming the worst in the nation, arose largely from gasoline combustion, and there was growing concern for its effect on health (watery eyes, lung irritation) and esthetics (on bad days the scenery disappeared entirely).

As a growing population put more cars into use, roadways tended to become crowded and slow at peak hours; traffic on the region's 1500 miles of freeways and 13,500 miles of surface streets sometimes stopped dead in spots. The 55-mph speed limit became a wry joke as the transportation system's average speed fell to 37 mph during "rush" hours. The numbers explain the slowdown: every business day, we make 38.9 million person-trips in 6.5 million vehicles. **And the distances driven in the region are truly astronomical: 200,700,000 miles a day—more than twice the distance from the Earth to the sun.**



Despite congestion, despite air pollution, we cannot simply abandon our cars. The region's overall urban pattern grew out of auto travel, and autos remain a necessity to the region's efficient functioning. We must, however, find ways to avoid taking all of our cars to the same places at the same times.

**As the region's population rises in the future, keeping even today's level of mobility will be a huge and costly job.** In the year 2000, when an additional three million persons will live in the region, average peak-hour speeds on the system will be only 16 mph unless we expand our highway and transit systems substantially, or alter the current patterns of development.



SCAG's **Regional Transportation Plan**, or RTP, a compilation of the region's adopted transportation goals, policies, and physical projects, points the way toward meeting future needs. The constantly updated RTP embodies the work of the region's many transportation planning agencies, and incorporates the suggestions of many public-interest groups and individuals.

Some of the RTP projects involve construction: a few new freeways will be built and put into operation during this century, and many existing freeway segments will be widened. But keeping the next century's traffic moving at today's speeds will require better use of the existing system, too. Certain local streets will be made into high-flow arterials providing uninterrupted traffic movement. "Demand management" techniques—the use of carpools, vanpools, staggered work hours, modified work weeks, parking disincentives, and telecommunications—will reduce roadway usage and redistribute the remaining usage over time, easing rush-hour congestion. And new technologies, such as electrified freeways, will eventually make for cleaner, more efficient travel.

Public transit and other multi-passenger vehicles will carry a greater share of trips in the future. The gasoline shortages of the 1970's made many motorists uneasy, and brought transit back into favor with L.A. voters: they were willing to pay for it, at least, if not exactly eager to ride it. Freeway lanes devoted to buses and multi-occupant autos saved commuting time for bus and carpool riders, and drove home the point that, without infinitely expanded roadway capacity, a ratio of only one person to one vehicle is unworkable. The region's 3200 public buses now carry 1.5 million riders daily; cities and social agencies run another 5000 paratransit vehicles—some of which serve special groups, such as the elderly and the handicapped. **It's hoped that the percentage of people who consistently use transit—about 3% today—can be doubled by the year 2000.**

Transit projects planned for the region include more and better buses, a trolley line running between Los Angeles and Long Beach by 1990, and a metropolitan subway by 2000. The new century may also see a "bullet" train connecting Los Angeles and San Diego, as well as a high-speed Magnetic Levitation train to Las Vegas, both financed entirely by private investment.



# THE REGION





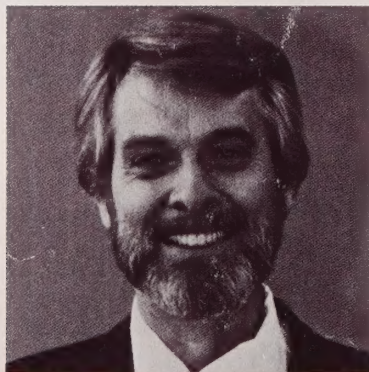
# THE ORGANIZATION

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Supervisor  
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Executive Director  
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